

# CASE STUDY



## CREATING A CULTURE OF WELLNESS

Idea Cellular



### THE COMPANY

Idea Cellular is a pan-India integrated GSM operator offering 2G and 3G services. In FY 2013 Idea reported revenues in excess of \$4 billion, market share approaching 15%, and a subscriber base of over 121 million. It is now India's 3rd largest mobile operator, and in the top 10 country operators worldwide, with a traffic of over 1.5 billion minutes a day.

### THE CHALLENGE

Telecom employees operate in an intense and stressful environment, and Idea sought to provide employees with a tool to assist in the promotion of a healthy work-life balance, in line with company philosophy.

*"Stepathlon aligned beautifully with our organisations focus on Wellness"*

**Mr Atul Mathur, Vice President and Head, Management Development Function, Idea Cellular**

### WHY STEPATHLON?

The vision for Idea Cellular was to reap the benefits of increased engagement and productivity as a result of employees achieving a work-life balance. Through Steeplethlon, Idea saw an opportunity to promote a sustained culture of wellness through an active participation format that enabled them to achieve their vision.

*"We always believe in work-life balance and Steeplethlon has facilitated this within the organisation"*

**Atul Mathur, Vice President and Head, Management Development Function, Idea Cellular**

### THE OUTCOME

Steeplethlon 2013 was met with a great sense of excitement and anticipation at Idea, enlisting 485 participants from 16 Circles. Employees came to understand they could invest in their health and wellbeing without having to drastically change their work routines by creatively "making time", and that these lessons can apply both at work and at home. For example, if you can take the stairs at the office, you can also take them at your apartment block.



*"I have started walking the moment I get a call or I make a call. Walking while talking is a great idea"*

**Anil Arya, President - Finance, Idea Cellular**

### FACTS AND FIGURES

- **42.35%** of Idea Cellular Steeplethletes improved their quality of sleep
- **30%** of Idea Cellular Steeplethletes experienced lower levels of stress
- **40%** of Idea Cellular Steeplethletes reported increased energy levels
- **31.18%** of Idea Cellular Steeplethletes experienced increased engagement at their workplace
- **31.76%** of Idea Cellular Steeplethletes were more productive at work
- **45.29%** of Idea Cellular Steeplethletes improved their teamwork within their work group/company in the 100 Days of Steeplethlon
- **31.18%** of Idea Cellular Steeplethletes took less sick days (during Steeplethlon than in the previous 3 months)
- **51.18%** of Idea Cellular Steeplethletes increased their fitness level



\*Source – IMRB One – Steeplethlon 2013 Pre and Post Event Survey